

## CLAIMS

1. A television receiver for receiving a digital television broadcast comprising:

5 a broadcaster's inherent information memory unit having a first sole region for storing inherent information of a broadcaster;

a software program receiver unit for receiving a software program for obtaining package information by using the inherent information; and

10 a control unit which uses the software program for obtaining package information and executes control for enabling the software program of the television receiver to use the inherent information of the broadcaster.

2. The television receiver of claim 1, further comprising:

15 a common information memory unit for storing common information; and

a control unit which uses the software program for obtaining package information by using the inherent information and executes control for obtaining and storing the package information in the common information memory.

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3. The television receiver of one of claim 1 and claim 2, wherein the inherent information includes points and program viewing record information.

4. The television receiver of one of claim 1 and claim 2, wherein the broadcaster's inherent information memory unit has a second sole region for down-loading and storing the software program for obtaining package information by using the inherent information, and the control unit executes control for down-loading and storing the inherent information in the first sole region.

5. The television receiver of claim 4, wherein the software program for obtaining package information by using the inherent information includes conditional access software, and the inherent information includes conditional access software ID that is inherent ID of the conditional access software.

6. The television receiver of claim 5, wherein the inherent information includes authentication parameter used for the conditional access software.

7. The television receiver of claim 6, wherein the authentication parameter includes secret key or public key.

8. The television receiver of any one of claim 1 to claim 7, further comprising a terminal ID memory for storing terminal ID that is inherent

ID of the television receiver,

wherein the software program for obtaining package information by using the inherent information produces the package information out of the inherent information and the terminal ID.

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9. The television receiver of any one of claim 1 to claim 8, further comprising a communication unit capable of establishing communication with outside via a communication network,

wherein the communication unit transmits the package  
10 information to an information server connected in such manner as to enable communication.

10. The television receiver of any one of claim 1 to claim 8, further comprising a communication unit capable of establishing communication  
15 with outside via a communication network,

wherein the communication unit transmits the inherent  
information to an information server connected in such manner as to enable  
communication, and the software program for obtaining package  
information by using the inherent information receives the package  
20 information produced by the information server.

11. The television receiver of one of claim 8 and claim 9, further comprising:

a communication browser for receiving and displaying home page information accumulated in an information server connected in such manner as to enable communication;

a broadcast browser which receives data broadcast to display a data  
5 broadcast screen; and

a control unit which uses a broadcast browser to execute control for obtaining and storing the package information in the common information memory and uses a communication browser to execute control for transmitting the package information to an information server connected in  
10 such manner as to enable communication.

12. The television receiver of any one of claim 1 to claim 11, further comprising:

an input unit for inputting instructions from the user; and  
15 an OSD display means for displaying an operation screen for the user,

wherein the OSD display means displays the inherent information included in the package information.

20 13. The television receiver of any one of claim 1 to claim 12, wherein the software program for obtaining package information by using the inherent information stores the inherent information in a package information main body and obtains the package information in conformity to

a format for addition of a package information header that is information for identifying the package information.

14. The television receiver of any one of claim 9 to claim 13, further  
5 comprising a package format memory unit for storing the format,

wherein the software program for obtaining package information by using the inherent information includes information of the format specified and is capable of writing the information in the package format memory unit.

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15. A digital broadcasting system for broadcasting a digital television broadcast comprising:

a broadcasting station device for digitally broadcasting a software program for obtaining package information that can be handled as common  
15 information by using inherent information;

a television receiver which accumulates the inherent information in a first sole region and obtains package information that can be handled as common information by using the inherent information, receiving the software program for obtaining package information by using the inherent  
20 information and obtaining package information that can be handled as common information by using the inherent information, and transmits the information to an information server connected in such manner as to enable communication which is described later; and

an information server which receives the package information and extracts points out of the inherent information in order to provide the user of the television receiver with services corresponding to the points.

5           16. The digital broadcasting system of claim 15, wherein the information server digitally transmits viewing record information included in the package information to a data base managed by a broadcaster.

10           17. The digital broadcasting system of claim 15 or claim 16, further comprising a second information server which is connected to the television receiver in such manner as to enable communication and receives the inherent information to produce and transmit the package information,

              wherein the television receiver obtains package information that can be handled as common information by using the inherent information  
15   from the second information server.

              18. The digital broadcasting system of claim 15, wherein the software program is broadcasted after being coded by a multi-media coding system based on XML.

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              19. A digital broadcasting system for broadcasting a digital television broadcast comprising:

              a first information server for digitally broadcasting a software

program for obtaining inherent information and package information that can be handled as common information by using the inherent information;

a television receiver which receives the inherent information and a software program for obtaining package information by using the inherent information, accumulates the inherent information in a first sole region and the software program in a second sole region, and obtains package information that can be handled as common information by using the inherent information to transmit the information to a second information server connected in such manner as to enable communication; and

the second information server which receives the package information and extracts conditional access software ID out of the inherent information.

20. The digital broadcasting system of claim 19, wherein the second information server digitally transmits the conditional access software ID and terminal ID to a data base managed by a broadcaster.

21. The digital broadcasting system of claim 20, wherein the software program for obtaining package information by using the inherent information is broadcast including the conditional access software.